

# AGENDA

Quarterly Newsletter

National Federation of Press Women



## President's Message

# NFPW vision, mission statements updated as part of strategic plan

By Karen Rowley  
NFPW President

Since last year's conference in Fargo, I and the other members of the executive board have been working on a strategic plan to help guide NFPW through the next five years.



We spent the months after the conference fleshing out the specifics of the framework, and then, finally, earlier this year, we signed off on a strategic plan we hope will propel NFPW well into the 21st century.

As part of our work, we updated NFPW's vision and mission statements.

The Vision statement now reads:

***We cultivate and support diverse communication professionals who adhere to the highest ethical standards and work to ensure the public's right to know in a free and democratic society.***

The new Mission statement says:

***NFPW promotes professional and ethical practices in communication by providing members tools and pathways to strengthen their skills and to advocate for the First Amendment to create an informed public.***

With the help of Rachel Asleson and Anita Hoffarth of Reach Partners, we embarked on an intensive, one-day retreat in Fargo to develop the framework for the plan. Rachel and Anita managed to pull off the impossible — they kept us focused, encouraged us to think through vague ideas, challenged some of our preconceived notions and kept our expectations at a realistic level.

And it worked! We finished that day with a framework in hand and marching orders to keep moving forward. We also made two new friends and gained two members for NFPW. Thank you, Rachel and Anita, for everything!

In addition, we established goals in six strategic areas:

- **Advocacy** — develop, foster and champion First Amendment advocacy programs with ethical standards for communicators.
- **Affiliates** — clearly define the relationship between NFPW and affiliates.
- **Brand** — clarify and sharpen NFPW's brand within today's communications landscape.
- **Governance** — develop and communicate clear and consistent operating policies and procedures in NFPW operations, finance and administration.
- **Leadership** — build and develop leadership that steers and keeps the organization evolving and accountable.
- **Membership** — maximize membership.

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## President's Message

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For each of the goals, we also established objectives and strategies to achieve those objectives. The details are too much to go into here, but board members have scheduled a general session at the Cincinnati conference in which we'll delve into why we decided it was time for a new strategic plan, how we developed the goals and what strategies we've come up with to achieve the plan's objectives and goals.

Please take some time to read through the plan before the conference so you can ask questions or offer thoughts and suggestions. If you can't come to the conference, please feel free to email me with your questions, thoughts and/or suggestions. You can reach me at [kmrowley059@gmail.com](mailto:kmrowley059@gmail.com) or [president@nfpw.org](mailto:president@nfpw.org).

Most of all, I want to encourage all of you to look

through the plan and consider how you might get involved. Because here's the thing. The work doesn't stop here. A strategic plan is effective only if it's enacted, and that takes time and commitment.

Executive board members are committed to carrying out the plan because we believe NFPW has to make some changes to stay relevant in an ever-changing communications landscape.

At the same time, we recognize the values at the foundation of our organization and the individuals whose vision and hard work have brought us to this point.

NFPW is 86 years old this year; we want to be around for another 86. What we need is some of your time to help us put the plan's strategies into effect so we can achieve the goals we set.

Can we count on you?

## Here's what you can do now to help

The new strategic plan for NFPW can be found on the website at [strategic plan \(nfpw.org\)](https://www.nfpw.org/strategic-plan). The executive board encourages you to check it out, read through it and be prepared to comment on it during the conference in Cincinnati in June. Or you may submit comments to President Karen Rowley or to NFPW headquarters. Those email addresses are:

[kmrowley059@gmail.com](mailto:kmrowley059@gmail.com)      [president@nfpw.org](mailto:president@nfpw.org) and      [info@nfpw.org](mailto:info@nfpw.org).

## NFPW Code of Ethics

As a professional communicator, I recognize my responsibility to the public which has placed its trust and confidence in my work, and will endeavor to do nothing to abuse this obligation.

With truth as my ultimate goal, I will adhere to the highest standards of professional communication, never consciously misleading reader, viewer or listener; and will avoid any compromise of my objectivity or fairness.

Because I believe that professional communicators must be obligated only to the people's right to know, I affirm that freedom of the press is to be guarded as an inalienable right of the citizens of a free society.

I pledge to use this freedom wisely and to uphold the right of communicators to express unpopular opinions as well as the right to agree with the majority.

— Adopted in 1975 at the NFPW Conference  
in Sun Valley, Idaho

# Members will choose new board in Ohio

**By Meg Hunt, South Carolina  
NFPW Elections Committee**

Four members of the National Federation of Press Women have answered the call to serve and submitted their names as candidates to fill offices for 2023-2025.

The Elections Committee presents the following slate of officers for this year:

- President: Julie Campbell, Virginia
- Vice President: Wilma Moore-Black, Kansas
- Secretary: Debbie Miller, Arkansas
- Treasurer: Karen Stensrud, North Dakota

Candidates will be introduced during the membership meeting Thursday, June 20, at the 2023 national conference in Cincinnati.

As provided by NFPW bylaws, nominations from the floor may also be made if the nominated candidate is a member of NFPW in good standing and has given written consent to stand for election.

The new officers will be installed by NFPW President Karen Rowley on Saturday, June 22, during the awards banquet.

Here is information about each of the candidates:

## PRESIDENT

**Julie Campbell** is no stranger to serving NFPW. She has been involved in numerous roles ranging from NFPW Education Fund secretary and student membership director to NFPW secretary and current vice president.

In addition, she has been active in Virginia Professional Communicators (VPC), having taken the responsibility of serving as president, first vice president, treasurer and contest chair.

Her interest in continuing to be involved at the national level is driven by her desire to help NFPW become all that it can be. As she noted in the campaign for her first national office of secretary, "I have seen NFPW grow, adapt and strengthen, and I want to help it contin-



**Julie Campbell**

ue on that course, to stay relevant and thriving for decades to come."

Her commitment to run for NFPW president demonstrates a furtherance of that commitment.

"I want to strengthen the foundation the NFPW board has built since I began serving in an elected role in 2019," she said. "The pandemic introduced challenges we have worked hard to address, and with a new strategic plan to guide us for the next five years, I think we are in a good position to address the needs of our current members and to increase our membership."

VPC leaders, in support of her nomination, said Julie "has been an asset to both our local association and the national association. She's had a long and impressive communications career and has the time and passion to devote to our organization."

## VICE PRESIDENT

Seasoned journalist and writer **Wilma Moore-Black** is a longtime member of NFPW, Wichita Professional Communicators (WPC) and Kansas Professional Communicators (KPC). She thrives on finding ways to participate and to use her skills and passion to help others.



**Wilma Black-Moore**

Active at the affiliate level, she has been involved with KPC, having served as president, secretary and Communicator of Achievement (COA) director. In 1990, she joined WPC and served as president, co-chair of the WPC Scholarship Committee and editor of Nwsbrfs, WPC's online publication. In addition, she was NFPW's COA director from 2014 to 2016.

Since her early days as a reporter at The Ledger Star in Norfolk, Virginia, the ABC affiliate KAKE-TV in Wichita, and in academia at Wichita State University, and with

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# Members will choose . . .

*(Continued from page 3)*

her company WMB Creative Productions, Wilma has taken assignments that provided opportunities to further her commitment to advocacy, service and social change.

"I've been involved in NFPW since 1973-74 when I joined while a reporter at The Ledger Star in Norfolk, Virginia," said Wilma. "I believed in the mission, purpose and value of NFPW then and have been active since. My belief in this organization deserves my voluntary professional support in as many ways as possible."

"Wilma has always been reliable, dependable and the first person willing to volunteer for a project," said Monica Springer, KPC vice president of bylaws. "Wilma is a great choice to serve on the National Federation of Press Women's board. She has decades of experience and is passionate about all aspects of communication."

## SECRETARY

With more than 30 years of experience in communications ranging from print journalist to college/university faculty member to college public relations and marketing team member, **Debbie Miller** brings a well-rounded skill set to help her fulfill the duties of NFPW secretary.



**Debbie Miller**

Beyond her "day job," Debbie has been actively involved with Arkansas Press Women (APW) and NFPW, having served as affiliate president and secretary, and currently as NFPW treasurer.

With keen proficiency and attention to detail, Debbie would be dedicated to serving as secretary while also maintaining an eye on the bigger picture to help further the mission and purpose of the organization.

"My goals would be to keep accurate records of board meetings and to help the board execute some of

its planned work, such as the strategic plan and building membership and contest participation," Debbie said.

Wholeheartedly endorsing Debbie and citing her professionalism and commitment, APW President Kristen Netterstrom Higgins noted, "As a member of Arkansas Press Women, Debbie has acted with integrity, kindness and generosity, and proven herself to be dependable, trustworthy and clear-thinking. She's a great team member and a leader you can count on to do what's best for the long-term health of the organization."

## TREASURER

Oxford Dictionary defines mentor as "an experienced and trusted adviser." During her long history with NFPW and North Dakota Professional Communicators (NDPC), **Karen Stensrud** has exemplified that definition in very real ways by serving as an appointed director for six NFPW presidents, co-chairing the NFPW Education Fund high school contest, guiding NDPC as affiliate president for three terms and volunteering in other areas as needed.



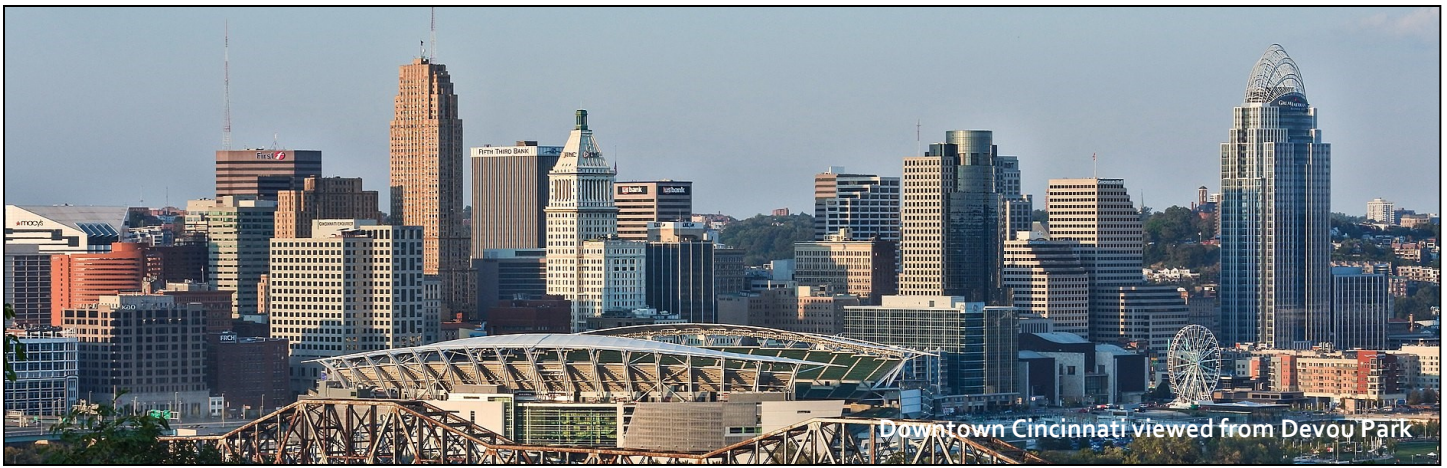
**Karen Stensrud**

In her current role as NFPW Communicator of Achievement director, Karen coordinates details and nominations from affiliates for NFPW's highest honor and plans the recognition ceremony held during the annual conference.

During her career, she has established a successful communications business, founded a mentorship program for businesswomen and worked tirelessly as a mentor to improve the lives of women and girls.

Since 2004, Karen has worked at Bell Bank, one of the nation's largest family- and employee-owned banks, and is now vice president of brand and executive communications.





Downtown Cincinnati viewed from Devou Park

# Conference 2023

## Cincinnati, here we come

The National Federation of Press Women's annual conference will be June 22-24 in Cincinnati. Organizers promise "a terrific program" in addition to honoring NFPW's national Communicator of Achievement, recognizing the national High School Communications Contest winners and presenting awards for the 2023 Professional Communications Contest.

Conference sessions will cover such topics as how to use photographs to help pitch your stories to editors, different approaches to writing and publishing, and developing a print and digital content strategy. Other sessions will focus on the challenges of managing a \$2.6 million advertising and marketing effort during the COVID-19

pandemic, polishing an organization's brand and learning about the Underground Railroad.

A general session has been scheduled on the new strategic plan developed the past year by the executive board and consultants. You'll hear how the strategic plan will help guide the organization forward during the next five years. You can read more about the new strategic plan and the new vision and mission statements on pages 1-2 of this issue of AGENDA and on the NFPW website.

The President's Round Table will feature a panel discussion about ChatGPT. You definitely don't want to miss that one.

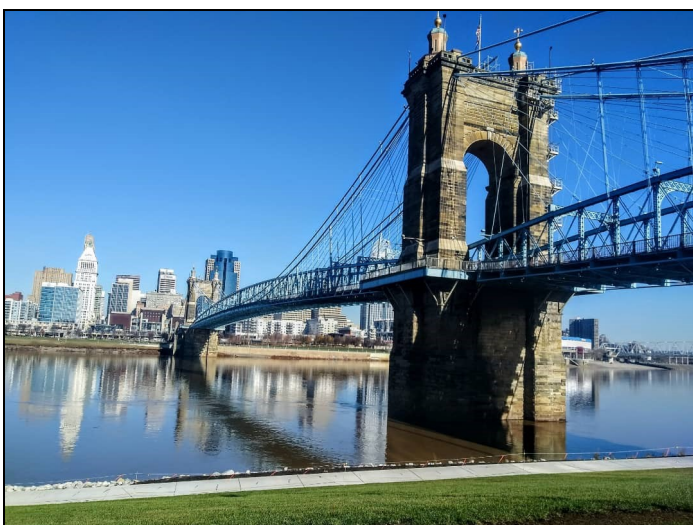
And don't forget the networking opportunities, the chance to catch up with old friends and meet new ones and the satisfaction that comes with snagging a prized item from the Silent Auction while supporting a good cause at the same time. The money raised from the Silent Auction goes to the nonprofit NFPW Education Fund, which provides grants for first-time conference attendees, offers some funding for professional development opportunities for members and sponsors the high school communications contest.

And we'll elect new officers to lead NFPW for the next two years.

Here are a few important dates to keep in mind if you're planning to come to the conference:

- May 5 — If you haven't attended a conference before,

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The John A. Roebling Suspension Bridge spans the Ohio River between Cincinnati and Covington.



One of the stops planned for a pre-tour at the conference is the National Underground Railroad Freedom Center. Its largest artifact is an authentic Slave Pen. Learn about “Juneteenth,” a movie exploring the history and song of slavery, produced by black cultural institutions. *Google images.*

# Cincinnati . . .

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- you’re eligible to apply for a first-timer grant to help defray some of your expenses. The deadline to apply is May 5. Go to the [website](#) for information and to apply. If you have questions, contact Education Fund Chair Gwen Larson at [gazettegl@yahoo.com](mailto:gazettegl@yahoo.com).
- May 19 — The early registration deadline for the conference is May 19. After that, the registration fee will increase by \$100. You can find more information and register on the [NFPW website](#).
  - May 27 — The conference hotel is The Graduate Cincinnati, where we have a block of rooms set aside. Deadline is May 27 to take advantage of the special room rate. Go to the website for more information and to [make your reservations](#).
  - June 20-21 — Finally, don’t forget about the pre- and post-tours. We have two pre-tours planned — a city tour featuring a riverboat cruise and luncheon Tuesday, June 20, and tours of the National Underground Railroad Freedom Center and American Sign Museum Wednesday, June 21. Reserve your spot [here](#).
  - June 25 — The post-tour Sunday, June 25, will feature the Cincinnati Presidents’ Tour. For more information and to register, go to the [website](#).
- As you can see, we have a lot packed into just a few days. The only thing missing is you.



# *NFPW set to honor nine COA candidates at 2023 national conference in Cincinnati*

Nine longtime members of the National Federation of Press Women have been nominated by their state affiliates for the coveted title of Communicator of Achievement, the highest honor bestowed by the organization to recognize outstanding service to NFPW, to profession and to community.

"Congratulations to all of these accomplished NFPW professionals. We will name NFPW's national COA when we honor all of our nominees in June at the conference in Cincinnati," NFPW COA Chair Karen Stensrud said in a news release.

"We hope you'll join us there," said Stensrud, herself a national COA winner. "Read on to learn more about each of our COA nominees. Their stories will inspire you."

## **Carolanne Griffith Roberts** *Alabama Media Professionals*

During her career, Carolanne Griffith Roberts has written profiles of colorful people — from fiddlers on their porches up the hollows to business leaders, entertainment luminaries, sports figures and top chefs. As a senior editor at Southern Living magazine, she traveled the region for 26 years, gathering stories on sites, lodging, food trends and cultural events. As travel editor, features editor and livings editor, she shaped Southern Living's editorial direction and innovation.

Earlier in her career, Roberts was entertainment critic for the Fort Lauderdale News and public relations manager for the West Virginia Department of Culture and History.

Today, Roberts is an active freelance writer. She continues to write for Southern Living both print and online, and has moved into completely new territory, including business and pro bono community writing (historic



**Carolanne Griffith Roberts**

preservation, an international business organization and more). Her mantra: What's next?

## **Mary Hightower** *Arkansas Press Women*

Mary Hightower is chief communications officer for the University of Arkansas System Division of Agriculture. She has spent 16 years in two stints with the Division of Agriculture, starting as an extension communications specialist and eventually rising to her current position.



**Mary Hightower**

Previously, Hightower spent nearly a decade with The Associated Press in New York City and Little Rock, and worked for newspapers and radio in three states. She also spent seven years at a Florida public relations firm serving regional, national and international accounts as an account supervisor and vice president.

Hightower holds a bachelor's degree in history with a minor in medieval studies from Boston College and the University College London, as well as a master's degree in journalism from the University of Arkansas Little Rock.

## **Marilyn Saltzman** *Colorado Press Women*

Marilyn Saltzman was a seasoned Jefferson County Schools communications manager in April 1999 when two Columbine High School students shot and killed 12 classmates and a teacher, and wounded 26 others. Saltzman was swept into "the center of the storm," as her then-boss put it, dealing with news media from around the world, devastated families and a traumatized community. Her life has never been the same.

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# Nine COA candidates . . .

(Continued from page 7)

Saltzman's stellar career has also encompassed newspaper reporting and editing, founding a consulting firm focused on crisis communications, working with state lawmakers to pass a media literacy curriculum and resource bank, helping assure better access to health care and food for the needy, authoring or co-authoring many books and articles, and opposing racism.

Along with holding every elected position in Colorado Press Women, except treasurer, Saltzman has served NFPW in several capacities. She is, in the words of CPW President Sandy Nance, "the magnificent Marilyn."



**Marilyn Saltzman**

## **Marlene Cook**

### *Illinois Woman's Press Association*

Marlene Cook has been a member of IWPA since 1973 and is a lifetime member. She has held every office, except treasurer. She was president from 1983 to 1987 and was director of the NFPW Chicago conference in 1985. Cook also served as president and historian of POPPS and has attended 46 conferences.



**Marlene Cook**

Cook went back to school at the age of 30 and landed a job as a "gossip" columnist at a local newspaper, then went on to become entertainment writer. She was community relations director for the Village of Dolton and director of the Dolton Chamber of Commerce. Cook has written three historical books, "Dolton Tattler," "Portals in Time" and "History and Mystery in First Church Graveyard."

Today, at age 89, Cook is writing history features for the Lansing Journal, a newsletter for her 1952 class of Fenger High School and a column, "Marlene's Musings," for the IWPA newsletter.

## **Barb Bierman Batie**

### *Nebraska Press Women*

Barb Bierman Batie is an award-winning journalist who specializes in writing about agriculture. And why not? She's a farmer. She knows agriculture from the ground up. She can write a technical story for producers and break that down for the average person to understand.

Plus, she's a sought-after source of information for other news media. It's a bit of a tightrope, but Batie seizes every opportunity to tell agriculture's story, and she tells it well – with beautiful photos.

A 41-year member of both Nebraska Press Women and NFPW, Batie has held nearly every NPW office and board position, continually moving the organization forward. She is active on local, state and national boards and "bleeds green" as a leader and volunteer in the 4-H program.

Always on the go, Batie is constantly interacting with others, building trust, representing the rural lifestyle and working to develop a better understanding of agriculture and what farmers are doing to responsibly grow our food and assure its safety.



**Barb Bierman Batie**

## **Léonie Rosenstiel**

### *New Mexico Press Women*

Léonie Rosenstiel survived being born into an abusive family and graduated from Barnard College, starting out as an award-winning classical musician, then from the Ph.D. program at Columbia University's Graduate Facul-

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# Nine COA candidates . . .

(Continued from page 8)

ties. She later earned degrees in counselling ministry (The New Seminary), Oriental medicine (Tri-State College) and public health (Walden University).

Rosenstiel received grants from the Rockefeller Foundation and the American Council of Learned Societies and produced a TV show for six years. She wrote, translated, edited and contributed chapters to more than a dozen books, in addition to writing numerous articles and short stories, many of which won awards.

After being appointed to the NMPW board as PR chair in 2019, Rosenstiel was unanimously elected vice president in 2022 and served as NMPW's Zia Award chair. She also assumed editorship of its newsletter, The Broad-sheet. Her book, "Protecting Mama," won first place in the 2022 New Mexico-Arizona Book Awards.



**Léonie Rosenstiel**

## Kathy M. Newbern *North Carolina Press Club*

Kathy M. Newbern of Raleigh, North Carolina, has been a professional writer for 50 years — ever since her first newspaper job right out of high school (while attending college). She accomplished much in her 11 years in journalism as a staff writer/photographer, news editor, wire editor, city editor and managing editor — plus bureau chief and tabloid editor with three newspapers including The Charlotte Observer.



**Kathy M. Newbern**

Newbern also worked for 13 years promoting public

schools in communications positions, including at the state level and at Duke University. She remained working part of the time after finally starting her own boutique publishing company, YourNovel.com, 31 years ago with her co-writer/co-founder husband. In 2001, she finally left her "day job" to expand that endeavor.

Since 1994, Newbern has loved her job as an award-winning, part-time freelance travel writer, also along with her husband. As she says, it's a life she could never have imagined.

## Tracy Frank *North Dakota Professional Communicators*

Tracy Frank is an award-winning professional copywriter and storyteller with more than 20 years' experience working in a variety of communications platforms, including print and broadcast journalism, advertising, marketing, internal communications, social media and PR. As the senior multimedia storyteller in the marketing department at Bell Bank in Fargo, North Dakota, she writes everything from newsletters, advertising and special projects to web copy, internal communications, feature articles and testimonial stories.

Frank has written and self-published a novel, and she wrote the story and a majority of lyrics for the musical "Weather the Storm," which she also produced. She is heavily involved in community service for a variety of nonprofits, including theater groups, animal rescue organizations, and human services.

A member of North Dakota Professional Communicators and NFPW since 2018, Frank has received numerous communications contest awards, including NFPW's 2022 sweepstakes award and 2020 sweepstakes runner-up.



**Tracy Frank**

(Continued on page 10)

# Nine COA candidates . . .

(Continued from page 9)

## Kimberly Loehr

*Virginia Professional Communicators*

After a successful writing, marketing and public relations career, Kimberly Loehr joined the Loehr Lightning Protection Company based in Richmond, Virginia, started by her father, and has become nationally known as a lightning protection and communications specialist.

Loehr is a longtime member of the National Fire Protection Association and



Kimberly Loehr

its Building Fire Safety Systems section. She is a board member of the Lightning Safety Alliance and a registered course provider for the LSA's national AIA Continuing Education Service.

She serves as a member of the Electrical Safety Foundation International Communications Committee and the Federal Alliance for Safe Homes-FLASH Technical Advisory Council.

A member of NFPW and Virginia Professional Communicators, Loehr serves as president of the Virginia Press Women Foundation and its student scholarship committee.

Her articles, press releases, publications and public service campaigns about lightning protection and lightning safety have received numerous state and national communications awards.

## Got a First Amendment story to tell?

### Contact our First Amendment Network directors:

#### FAN Co-Director

Marsha Shuler, Louisiana

[marshashuler@yahoo.com](mailto:marshashuler@yahoo.com)

#### FAN Co-Director

Angela Smith, Texas

[ASmith1411@aol.com](mailto:ASmith1411@aol.com)

## E-Letter, AGENDA seek affiliate, membership news

We can't communicate what we don't know, and that's where our members come in.

Share news about your affiliates and members for inclusion in the monthly E-Letter and in AGENDA, the official quarterly newsletter of NFPW.

Send items for the E-Letter to [president@nfpw.org](mailto:president@nfpw.org). The deadline for the monthly E-Letter is the 15th of the month preceding publication.

Send items for AGENDA to [cathykoon1952@gmail.com](mailto:cathykoon1952@gmail.com). Koon is always looking for features about members and affiliates, their accomplishments, special hobbies or overcoming obstacles. And be sure to include photos.

## Affiliate and Member News . . .



Léonie Rosenstiel and her mother

### New Mexico Press Women

New Mexico Press Women member Léonie Rosenstiel reports the second edition of her prize-winning book "Protecting Mama" was published March 1 by Calumet Editions.

In February she participated in the panel "Creative Aging" hosted by the Millicent Rogers Museum in Taos, New Mexico, and will be giving a Zoom workshop for Well Connected (a division of Front Porch Connection Programs) in November 2023 about senior creativity and aging. She was invited to submit testimony to the Senate Special Committee on Aging for their hearing on adult guardianship held March 31.

Rosenstiel, a member of the NMPW board, was named Communicator of Achievement by New Mexico Press Women for 2023 and received two first-place awards in its communications contest — for a personality profile over 750 words and for her website copy (DayspringResources.com). Her podcast interview with

author Jack Canfield won an honorable mention in the contest.

She is vice president of NMPW, edits its newsletter The Broadsheet, which won second place in the communications contest this year, and is public relations director.

### Virginia Professional Communicators

VPC named Kristen Green, The New York Times best-selling author and former Richmond Times-Dispatch reporter, as the 2023 Newsmaker of the Year.

The annual award is given to a nominee who has made significant news in the past year or throughout their career. Green's latest book, "The Devil's Half Acre: The Untold Story of How One Woman Liberated the South's Most Notorious Slave Jail," was published in April 2022. Since then, the story of Mary Lumpkin, a formerly enslaved woman who was instrumental in educating blacks after the Civil War, has received the additional attention it deserved. Mary's school — starting in a notorious slave jail in Richmond — eventually became one of the nation's first historically black colleges, now known as Virginia Union University.

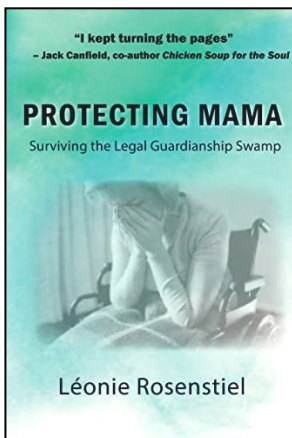
Green's work received news coverage in national and cultural media outlets and is informing a new generation of learners and leaders.

The affiliate's 2023 Communicator of Achievement is Kim Loehr, a lightning protection and communications consultant. Read her profile on page 8.

Green and Loehr will be honored at VPC's spring conference May 5 in Fredericksburg. Details for the conference and how to register are available [here](#).

Sunni Brown, VPC's contest chair, was named one of the Top 50 Women Leaders of Virginia for 2023 by Women We Admire.

Brown is the director of media and public relations at the University of Richmond, where she pitches faculty experts to the national media. Her efforts have resulted in placements in The New York Times, TIME, Scientific American, National Geographic, Newsweek and more.





### Arkansas Press Women

Brenda Blagg, 75, a former APW president and NFPW sweepstakes winner, died Dec. 14, 2022.



Blagg was a longtime political correspondent, a staunch advocate for the Freedom of Information Act and author of "Political Magic: The Travels, Trials and Triumphs of the Clintons' Arkansas Travelers," a book about Arkansans' roles in the 1992 presidential campaign.

An avid Arkansas Razorbacks fan, Blagg had been a journalist for the Arkansas Democrat-Gazette and an editor with the Arkansas Traveler. Tributes lauded her as someone who was fair, thorough and acting from a place of integrity, and a mentor to young journalists.

### Colorado Press Women

Joan Vandiver Frisch, 85, died Feb. 10, 2023, in Boulder, Colorado.



Frisch, who graduated from the University of Washington in 1961 with a degree in nutrition and journalism, had been a 55-year member of NFPW during her award-winning career in journalism and writing. She had worked for three years as the food editor for the Seattle Post-Intelligencer and then as a science writer after moving to Boulder in 1970. From 1981 through 1995, Frisch was the manager of media relations with the National Center

for Atmospheric Research. She served on the NFPW national conference committees when CPW hosted in 1983 and 2006.

In addition to belonging to quilting groups, Frisch also had a long association with the University of Colorado's host family program for international students.

### North Dakota Professional Communicators

Ellen L. Crawford, 67, died Feb. 27, 2023.

Crawford's love of writing spanned an entire lifetime, starting with fiction writing in grade school. After earning degrees in mass communication and journalism from Minot State University and Minnesota State University-Moorhead, Crawford worked for 26 and a half years as a reporter, copy editor and page designer for The Forum in Fargo and 17 years as an information specialist for North Dakota State University Agriculture Communication before retiring in 2022.



Crawford's work was recognized with numerous state and national awards from the North Dakota Newspaper Association, NDPC and NFPW. She was NDPC's Communicator of Achievement in 1997 and 2012,

She had also served on the NFPW board as treasurer and second vice president.

Crawford loved antiques and always made time at conferences to hunt local shops for bargains.

### Submitting an obituary

Please remember to notify NFPW Historian [Amy Geiszler-Jones](#) of the deaths of affiliate/NFPW members so NFPW may recognize those individuals in AGENDA, E-Letter and the annual memorial service during conference.

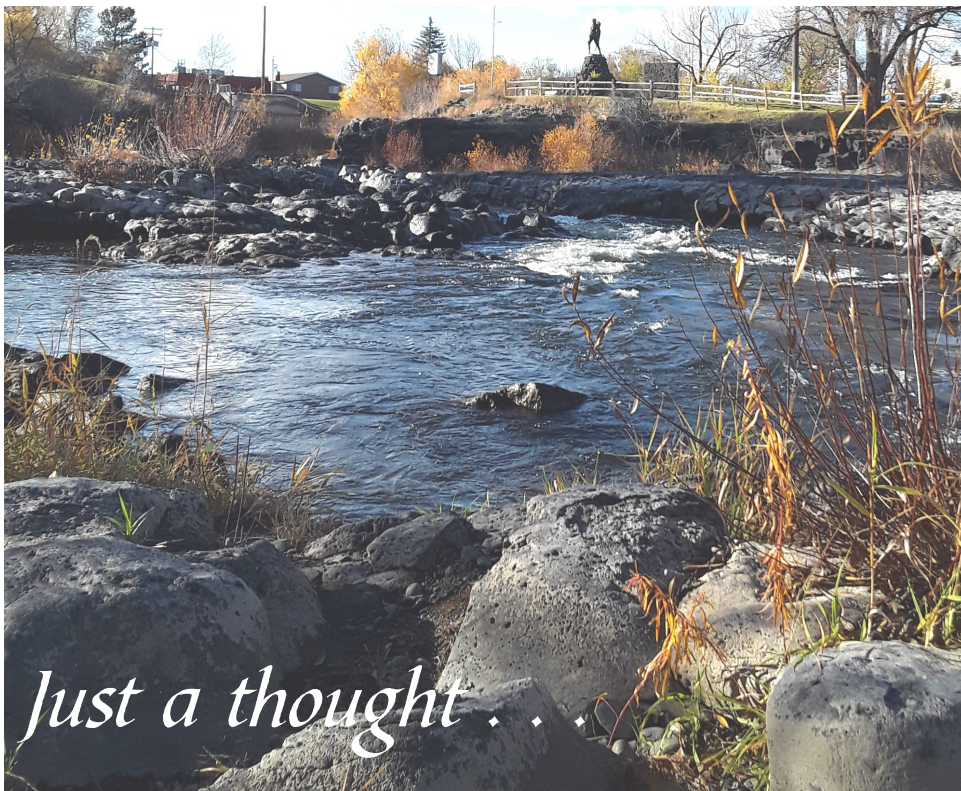
Death notices are published in the E-Letter and obituaries in AGENDA.

## AGENDA Publication Schedule

The first week of

- July 2023
- October 2023
- January 2024
- April 2024

The deadline for submitting content is the 10th of the month prior to publication.



This issue of AGENDA is late because I spent three weeks at the hospital with my son Travis after his appendix ruptured April 14. One of the things I missed during those stressful days was the sound of the Henry's Fork of the Snake River, which runs behind my house. This photo from the past fall is not a depiction of how the river looks today. After near record snowfall and some sunny weather, the river is running high and muddy. Instead of the gentle sound of water running through the channel and around the rocks, it roars. But it is the sound of home, and I can stand at my kitchen window and listen to the lifeblood of eastern Idaho as it reminds us that nature rules. And I am thankful for life and for home. *Cathy Koon photo.*

**By Cathy Koon**  
**Media Network Idaho, AGENDA Editor**

Thanks to our current president and executive board, NFPW could be embarking on new journey. They have taken a major step toward making our federation stronger and more relevant in today's changing media world.

They, with the help of consultants, have developed a strategic plan to help guide NFPW during the next five years. That includes adoption of new mission and value statements and a set of goals in six areas of concern.

In part at my urging, the board has scheduled a general session during the 2023 conference in Cincinnati for members to get acquainted with the strategic plan and to get involved in its implementation.

How can an 86-year-old organization with membership across the communications spectrum maintain the values and vision of our founders and remain strong and relevant for the next 86?

This issue has to involve more of us than the executive board. We all need to get onboard.

I ask each of you to go to our NFPW website and read the complete strategic plan, acquaint yourself with it and submit comments to President Karen Rowley or to NFPW Executive Director Cate Langley.

If you are going to attend the Cincinnati conference, please attend the general session and participate in the

discussion. It may be the most important thing you can do for an organization that gives us all so much.

The general session can't be broadcast via Zoom for those of us who are unable to make it to Ohio. Rowley has said the board hopes to record it and make it available on the website after the conference.

One area of concern for me is branding — clarifying and sharpening NFPW's brand in today's communications landscape. For me, that means defining the roles of the website, the monthly E-letter and AGENDA to maximize the message we convey to our members and to the outside world.

I have long felt the three publications should reflect who and what we are with a look that is distinctly ours — fonts, colors, design and all those visual elements that create a look and feel that can't be mistaken for any other organization.

Think of Coca-Cola vs. Pepsi, Target vs. Walmart, The Wall Street Journal vs. National Enquirer. When you see their ads, you know who they are even if you don't see their names. That is branding.

NFPW's future depends on us. We are strong, creative professionals with diverse backgrounds and skills. Together we can accomplish whatever we set out to do. So let's work together to build a strong foundation for NFPW's next 86 years. We can do it. I know we can.

# NFPW Leadership Directory

## 2021 ELECTED OFFICERS

### President:

Karen Rowley, Louisiana

### Vice President:

Julie Campbell, Virginia

### Secretary:

Meredith Cummings, Pennsylvania

### Treasurer:

Debbie Miller, Arkansas

### Immediate Past President:

Gwen Larson, Kansas

## APPOINTED BOARD

### Archivist:

Paula Casey, At-Large

### Communicator of Achievement Director:

Karen Stensrud, North Dakota

### FAN Co-Directors:

Marsha Shuler, Louisiana

Angela Smith, Texas

### Historian:

Amy Geiszler-Jones, Kansas

### Assistant Historian:

Mary Pat Finn-Hoag, Nebraska

### Hospitality and Protocol:

Catherine Petrini, Virginia & D.C.

### Parliamentarian:

Allison Stein, Missouri

### POPPS President:

Mark Fowser, Delaware

### Presidential Adviser — Conference Liaison:

Meg Hunt, South Carolina

### Presidential Adviser — Membership:

Cynthia Price, Virginia

### Presidential Adviser — Contest Director:

Teri Ehresman, Idaho

### Publications Director:

Cathy Koon, Idaho

### Publications Assistant:

Jane Newton Falany, Alabama

### Web Director:

Cate Langley, NFPW Executive Director

### 2023 Conference Committee:

Meg Hunt

Richard Plotkin

Karen Rowley

Marsha Hoffman

Mary Jane Skala

Jo-Ann Huff Albers

## Ad Rates for AGENDA

- Full / Page  $8.250 \times 10.625 = \$50$
- Half / Page  $8.250 \times 5.175 = \$30$
- Half / Page  $4.063 \times 10.637 = \$30$
- Quarter / Page  $8.250 \times 2.476 = \$15$
- Quarter / Page  $4.064 \times 5.2 = \$15$
- 1/8 / Page  $1.875 \times 10.563 = \$10$
- 1/8 / Page  $4.075 \times 2.476 = \$10$

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- Ads must be submitted in JPEG format, camera-ready.
- Design and content of ads are the responsibility of the advertiser. The AGENDA editorial staff has the final say on whether ad content is appropriate.
- Payment must be made at time of submission.
- Payment by check should be sent to NFPW Headquarters, 140B Purcellville Gateway Drive, Suite 120, Purcellville, VA 20132.
- Payment can be made by credit card over the phone (571) 295-5900.

## NFPW Headquarters

Cate Langley, Executive Director  
140B Purcellville Gateway Drive  
Suite 120  
Purcellville, VA 20132

Phone: 571-295-5900  
[info@nfpw.org](mailto:info@nfpw.org)



